

Service Matters

PROJECTIONS 2002 UNVEILED

RETHINKING THE FUTURE: LONG-TERM GROWTH FORECAST

Area's growth and the impact of the current recession lies in a re-visioning or rethinking of the Bay Area's future. The Association of Bay Area Governments (ABAG) unveiled *Projections 2002*, the critical tool for rethinking the Bay Area's future, at the December symposium "Rethinking the Future Long-term Growth Forecast of Population, Employment, Labor Force, Income, and Households." *Projections 2002* is the official forecast for the nine county Bay Area region and is

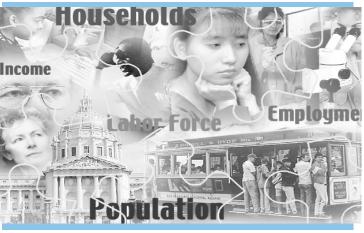
pivotal to planning and development decisionmaking by local government policy makers and administrators, as well as private sector developers and investors, and the general public.

In this biennial forecast which has been issued since 1973, ABAG researchers have detailed emerging economic and demographic

trends that reflect the new economic landscape and post September 11th impact and places them in context of other factors affecting growth and change in the Bay Area. During the unveiling of *Projections 2002* at the Projections Symposium on December 13th, Paul Fassinger, ABAG Research Director and Economist, noted that "the cost of living in the Bay Area, the changing demographics (aging population), the continued growth in workers' productivity, as well as slower acceptance of internet economy," are the long-term critical factors affecting the pace of growth over the next 25 years.

During the short term Fassinger predicted that the Bay Area recession will last through 2002 with recovery expected to begin during the second half of 2002. This

will signal the return to moderate growth in jobs and population at the historic pace of one to two percent per year rather than the higher rates recently experienced during the dot-com boom. Fassinger added that, "the long term prospects for the Bay Area's economy continue to be optimistic, with its economic engines continuing to work." *Projections* 2002 shows that the Bay Area's economy will continue to be driven by high technology, bio-medical research and development, the finance sector, tourism, retail goods and services, and government.



Long-term Forecast Highlights

In general, population and job growth will be strong in major cities like **Oakland** and **San Jose**, where downtown redevelopment areas are contributing to slow but steady growth over the next twenty-five years. Major job growth is forecast in the tri-valley and northern edge of

Silicon Valley in cities like **Dublin**, **Livermore**, **Pleasanton**, **San Ramon**, and **Fremont**. The **City and County of San Francisco** will show slow and

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Service Matters is a publication of the Association of Bay Area Governments, the planning and services agency for the San Francisco Bay Area's 9 counties and 101 cities.

Projections 2002 & The Budget Blues

Projections 2002 cont. from front page

continuing job and population growth, unlike past forecasts that predicted population growth peaking and then declining. At 776,733 residents in 2000, San Francisco is expected to grow to 815,200 residents by 2025. The indicators for this growth are seen in the development of long awaited new construction, like that occurring in the Mission Bay area.

Apart from the downturn in dot-com business, indicators point to more job growth in southern counties than previously projected because of strong efforts to locate employment in these areas. By 2025 the largest increase of jobs (303,500) in the region will be seen in Santa Clara County, with Alameda County following close behind with 262,500 more new jobs.

As in previous forecasts, northern counties will still exhibit the highest rates of growth, although they are smaller in actual population numbers. For example, although Solano County's recovery from the Mare Island Naval Base closure is slower than expected, the county's benefits, which include available land, lower costs, and an attractive location between Sacramento and San Francisco, will continue to attract growth.

Bay Area population will continue to increase. Currently the Bay Area's population is at 6.8 million and projected to grow to 7.5 million by 2010 and 8.2 million by 2025. Napa County will see a 32% population growth, reaching 164,400 residents by 2025. Bay Area residents will be older, with 3,271,800 residents over 50 by 2025.

The average household size will increase from 2.69 people to 2.71. San Mateo County will see an increase in demand for housing with the increase of 34,820 households and 106,100 residents between 2000 and 2025. Mean household income will rise from \$93,800 to \$116,400 by 2025, reflecting a one percent annual growth. Marin will continue to have the highest household income at \$152,500, and **Solano** (although growing significantly) will continue to have the lowest average income at \$83,500.

A short summary of *Projections 2002* research is posted on the ABAG website at www.abag.ca.gov. For more detailed queries about Projections 2002, contact Paul Fassinger, Research Director, and the research staff at 510/464-7928.

To Order Projections 2002

Purchase Projections 2002 through ABAG web store at www.abag.ca.gov or call 510/464-7900.



Have We Hit Bottom? — Regional Economic Outlook: 2002 & 2003

Projections 2002 gives the long-term forecast of the region. But what about the impact of the recession in the coming months? For answers and insights, plan on attending ABAG's Short Term Economic Conference "Have We Hit

Gwen Regalia

ABAG President,

ouncilmember, City of Walnut Creek

Scott Haggerty

ABAG Vice President, Alameda County Supervisor

William (Bill) Carroll

BAG Immediate Past President. olano County Supervisor

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Bottom?" on January 29 where ABAG economists and researchers, and the State Economist will present the annual analysis of the regional economic outlook for the next two years. Attendees will:

- Receive forecasts for California and the national economy, stock market, and economic backdrop.
- Learn what the Bay Area's economic outlook will bring.
- · Discuss trends in retail sales and real estate markets.
- Hear and participate in a panel discussion on budgeting in uncertain times.

Speakers include *Howard Roth*, Chief Economist, California Department of Finance; Paul Fassinger, ABAG Research Director; and Brian Kirking, ABAG Senior Regional Analyst.

Information is available online at www.abag.ca.gov/events/focus or by calling Patricia Perry at 510/464-7957.

Regional Economic Outlook: 2002 & 2003

Tuesday, January 29, 2002 • 9am-12:30pm • MetroCenter Auditorium

ABAG's Newly Elected Officers President Gwen Regalia and Vice President Scott Haggerty

s the region wrestles with the issues of jobs/housing balance, congestion, recession, state deficit, and reduced local government funding sources, two new leaders have stepped forward to help guide and develop regional solutions and priorities. Walnut Creek Mayor Pro Tem Gwen

Regalia has been elected President of the Association of Bay Area Governments (ABAG) and is joined by Alameda County Supervisor Scott Haggerty who was elected Vice President.

Incoming President Regalia brings an in-depth local and regional governance perspective, coalition building, and public policy expertise to the challenges and opportunities of cities and counties working together.

"Partnerships," she says, "are key to creating a regional quality of life that extends beyond geographical boundaries. When we as cities and counties work together, we can and do make a regional difference. We have models with certain Bay Area cities and counties successfully joining forces to resolve local issues. How to extend these successes region-wide is ABAG's goal and vision of the future for a better Bay Area."

Her experience and resolve are reflected in her noteworthy career of public service. A three-time mayor of Walnut Creek, Councilmember Regalia has served on the Walnut Creek City Council since 1987. She is a long-standing member and past chair of the City-County Relations Committee, as well as past member of the County Transportation Authority and past chair of the regional transportation agency TRANSPAC. In recognition of her accomplishments and community contributions she received the 1998 Women of Achievement Award for Government from the Contra Costa Times and Broadway Plaza.

Formerly a member and President of the Walnut Creek School Board, Councilmember Regalia's history of community service reflects her knowledge and understanding of regional issues with local solutions. She is past president and director of Diablo Valley Foundation for the Aging and past president of the Kennedy-King Memorial College Scholarship Fund, as well as a member of the South Region Board of the Contra Costa Library System,

the Diablo Regional Arts Association, the Lindsay Wildlife Museum, the Walnut Creek Open Space Foundation, the Walnut Creek Historical Society, and a 40+ year member of the American Association of University Women. Councilmember Regalia's other affiliations include the California Elected Women's Association and the National Women's Political Caucus, as well as the League of Women Voters of Diablo Valley.

ABAG's new Vice President Scott Haggerty currently serves as President of the Alameda County Board of Supervisors and is in his second term as Supervisor, representing Alameda County Supervisorial District 1 which includes most of the city of Fremont and the cities of Pleasanton, Livermore and a portion of Sunol. Supervisor Haggerty has made his mark as a leader in the area of

regional transportation and Bay Area infrastructure. He is chair of the Alameda County Transportation Authority (ACTA), chair of the Alameda County Transportation Improvement Authority (ACTIA), vice chair of the Bay Area Air Quality Management District, and a member of the Board of Supervisors'

Transportation & Planning Committee. Haggerty also serves on numerous regional transportation boards including the Livermore-Amador Valley Transit Authority (LAVTA), the Alameda County Congestion Management Authority (CMA), and the Metropolitan Transportation Commission (MTC).

In addition to his leadership in the transportation arena, Supervisor Haggerty has worked hard in the field of public safety and been active in paramedic and trauma issues. Supervisor Haggerty is a member of the Alameda County Collaborating Agencies Responding to Disasters (CARD) Board of Directors, chairs the Alameda County Board of Supervisors Public Protection Committee, and has also served on the California State Seismic Safety Commission. He was recently elected President of the Commission of the Oakland-Alameda County Coliseum Authority (also known as the JPA), and is serving in his second year as chair of the ABAG Legislation and Governmental Organization Committee. Outgoing ABAG President William "Bill" Carroll, Solano County Supervisor, will remain on the Executive Board as an Immediate Past President.

Water Policy & Why Throw It Away?

ABAG WORKS ON WATER

he CALFED Bay-Delta Program is a cooperative state-federal program designed to address the conflicting demands placed on the water of San Francisco Bay-Delta. San Francisco Bay Area CALFED Task Force was established in fall of 2000 by ABAG's Executive Board to involve Bay Area counties and municipalities in CALFED and in the development of a long-term comprehensive plan that would restore ecological health and improve water management on the Bay-Delta system.

The Task Force which is comprised of locally elected officials and representatives from the major Bay Area water supply agencies met for the first time in January 2001. By August they had agreed to goals and objectives, and membership criteria. The Task Force is working to build consensus among the diverse participants; protect water resources; and link and improve water supply, quality, reliability, and environmental protection in the Bay and Delta. Subcommittees have been established that focus on legislative analysis, ecosystem restoration, regional implementation and governance, and water management strategies, and conservation tasks.

ABAG has proposed a two-year scope of work for staff support to educate both elected officials and the general public about CALFED, the Task Force, how water needs combined with land use create issues for the Bay Area. ABAG will also provide a data analysis component. The next Task Force meeting is scheduled for **January** 28, 2002. For additional information on the ABAG-CALFED Task Force, contact Jennifer Krebs, Senior Environmental Planner, at 510/464-7977 or via e-mail jenniferk@abag.ca.gov; or visit the website at http://calfed.abag.ca.gov/.

Stormwater Pollution Prevention Solutions

he winter storms have started and provided a timely reminder of the issues surrounding storm water pollution prevention. A January 10, 2002, Storm Water Pollution Prevention Solutions conference addresses the impact of new and redevelopment projects on storm water pollution, examines emerging regulations, and explores successful redevelopment strategies and new ideas to ensure clean runoff to San Francisco Bay.

Designed for public agency personnel to learn from regulators, consultants, and innovative program managers, the one-day Storm Water Pollution Prevention Solutions conference will feature case studies and panel discussions. Featured speakers include Andy Lipkis of the T.R.E.E.S. Project and experienced public and private sectors water engineers and scientists who will present existing and innovative strategies to meet stormwater runoff challenges. Additional information about the conference is available online at http://www.abag.ca.gov/abag/events/storm/ or contact Jennifer Krebs at 510/464-7977 or jenniferk@abag.ca.gov.

"Why Throw It Away?" Practical Strategies for Resource Stewardship

ay Area local governments and businesses are invited to convene on February 28, 2002, at the Scottish Rite Center in Oakland to learn about proven methods to save money while using energy and materials efficiently. Local officials and business leaders are invited to participate in the conference "Why Throw It Away?" to explore practical strategies for resource stewardship that will help bring economic and environmental benefits to communities and businesses and achieve waste diversion goals. Attendees will hear about pragmatic tools, proactive business and public agency programs that use environmentally friendly, cost effective measures, and financial incentives to move toward a resource conserving economy.

Conference sessions will feature strategies for "greening" local government operations, local government financial tools to support a sustainable economy, environmentally preferred purchasing programs, business successes using resource stewardship practices that save money and eliminate waste, and new solutions for managing and disposing of electronics.

"Why Throw It Away?" is sponsored by the Alameda County Source Reduction and Recycling Board and the Alameda County Waste Management Authority. For more information or to register, visit www.stopwaste.org, e-mail acwma@stopwaste.org, call 1/877-STOPWASTE.

New Report Links Homelessness and Housing Affordability

omelessness has increased dramatically in California over the past two decades. A new study, *Homelessness in California*, released by the Public Policy Institute of California (PPIC), presents for the first time broad evidence that growing income inequality is a fundamental cause of the increase in homelessness since the early 1980s.

The report shows that the rapidly growing gap between the rich and the poor in California has been driven more by deteriorating incomes among the poor, rather than by rising incomes at the top of the income distribution which had been the claim of other research. The result of deteriorating incomes is that those, whose incomes have fallen, move out of better-quality housing, enter the lower quality market, and bid up prices at the low end. The resulting higher rents cause more homelessness, because those with very low incomes can no longer afford housing and are forced onto the streets.

The report's authors, John M. Quigley, Steven Raphael, and Eugene Smolensky, examined several economic factors that affect homelessness—in particular the relationship between rent, household income, and homelessness. They used a simulation model to determine how homelessness changed in response to changes in income distribution. Simulating the housing markets in California's four largest metropolitan areas (Los Angeles, San Francisco, San Diego, and Sacramento) they found that, when the average income of households at the bottom of the rental distribution decreased, there was a sizeable increase in homelessness.

John M. Quigley summarized: "Housing affordability is strongly associated with the level of homelessness. In our analysis, it greatly outweighs other causes, including personal disabilities and the deinstitutionalization of the mentally ill." Quigley is the Director of the Program on Housing and Urban Policy at the University of California, Berkeley. According to the report, this conclusion is important because it means that homelessness in California can be reduced by adding to the stock of housing accessible to the poor.

Public Policy Can Affect Homelessness

As part of the study, the authors assessed the extent to which homelessness in metropolitan areas like San Francisco would be affected by public policy interventions. Three general housing subsidy policies were identified as having significant impact: rent subsidies to all low income households, targeted maintenance subsidies to landlords who supply low-end housing, and a general maintenance subsidy to all landlords, regardless of the quality of the unit.

Simulations showed that an effective universal housing voucher program would reduce homelessness by about one-fourth. The authors also noted that most of the benefits of the public policy responses would go to low-income households who were not homeless. They suggested that, since most homeless population is difficult to target, local governments should evaluate how to make low-end housing more affordable, with the by-product of more affordability being the reduction of homelessness. For more information on this report and other PPI research publications or to read its abstract, visit www.ppic.org.

Driving for Smart Growth

Area jurisdictions, businesses, and residents. The Cities of San Francisco, Oakland, and Berkeley are among the first to participate in this car-sharing program. The cities view it as a smart growth solution, anticipating the benefits from reduced parking demand and better land use planning around transit stations, as well as a cheaper alternative to maintaining a fleet of cars. City CarShare is presently serving 1,100 members with 36 cars at 15 locations.

ity CarShare is a new mobility option for local Bay

Since the non-profit organization City CarShare began offering this program in March 2001, the City of San Francisco's Department of Parking and Traffic (DPT) has partnered with City CarShare to provide 38 parking spaces at 12 city-owned garages. San Francisco's DPT has also

been instrumental in securing two Federal Highway Administration Grants totaling \$1.2 million for start-up, operations, and evaluation. The City's Department of Park and Recreation has just signed up as a business member and the Planning Commission is looking into car-sharing as a way to solve parking problems associated with new housing and commercial development.

On the other side of the Bay, the **City of Oakland** recently signed a contract with City CarShare for \$130,000 to support 10 cars in the first year and have committed on-street parking spaces for the City CarShare vehicles. Next door, the **City of Berkeley's** commitment of \$55,000 will finance the acquisition of five cars in the first year, with hopes that the University may partially match this financing. For more information on the program, view City CarShare's website at *www.citycar-share.org* or contact Executive Director Elizabeth Sullivan at 415/995-8588 or *Elizabeth@citycarshare.org*.

The Cutting Edge Choice: ABAG Training and its Virtual Classroom

n-line training offered by the ABAG Training
Center continues to grow and is considered by
many the preferred training choice. The ABAG
Training Center is a program of ABAG, Inc. which was
created by the Association of Bay Area Governments to
improve government efficiency by educating government
officials, employees, and the public on government regulations and programs and by improving inter-governmental communication and citizen access.

On-line training has been offered since 1999, serving over 1200 students, not only in the Bay Area but nationally. The program continues to grow because it meets the very real need of providing personalized instruction at times more convenient for those with demanding work schedules. Courses include OSHA refreshers, DOT Basic HazMat, First Responder Awareness, and the new Hazard Communication.

ABAG training programs online or in the classroom are



popular and praised because they meet the increasing need of the public and business community for safety and regulatory training. More than 50 percent of attendees represent Bay Area public agencies. Training classes include environmental and hazardous waste operations courses such as OSHA certification and refresher training in Hazardous Waste



Operations, emergency response training, permitting, and new courses in asbestos operations and maintenance.

Classes like the Erosion and Sediment Control class are in constant demand because the State Water Resources Control Board requires a general construction activity storm water permit for all construction disturbing five or more acres and the permit application must include an erosion control plan. This two-day course is recognized as the most thorough and comprehensive technical training on erosion and sediment control issues available. The nationally published manual used in the training was written by ABAG and is the standard reference for Bay Area ordinances.

2002 promises to be a busy year with more safety classes and conferences being offered, students combining online instruction with hands-on classroom training, special environmental workshops facilitated for multi-national groups, and a project management series coordinated for public works department staff and construction industry consultants.

Looking for Funding? Participate in Grantsmanship Training

he City of Richmond will host a Grantsmanship Training Program January 7-11, 2002, at the Richmond Memorial Auditorium. Ranked nationally as "the most widely attended training program in nonprofit history," this training program is designed for both the novice and advanced grantseekers with non-profit management, fundraising, or grantsmanship responsibilities. During these lean budget times when alternative funding sources are being sought for community service programs, this is a timely training program for Bay Area cities, counties, and service agencies.

The Grantsmanship Training Program, created and conducted by the Grantsmanship Center (TGCI), is a five-day workshop that combines personalized instruction with practical exercises to take participants step-by-step through all stages of writing a grant proposal. Attendees

will learn how to research available grants and how to negotiate with funding sources—both public and private. Attendees can use this opportunity to draft a proposal for their own agency and leave the workshop knowing how to prepare a grant proposal, how to approach grantmakers, and, most important, how to plan programs that grantmakers will want to support. Follow-up consultation is also available.

Enrollment is limited to 27 and a limited number of half-tuition scholarships are available to agencies with annual budgets of less than \$250,000. To register, contact the Grantsmanship Center directly at 213/482-9860, or at www.tgci.com. For more information about the workshop or local arrangements, contact James Teixeira, City of Richmond Community Services Program Manager, at 510/620-6899.

CITY PROGRAMS WIN AWARDS

hree member city programs are recognized as outstanding. The cities of Vacaville and Fremont are among the recipients of the 2001 League of California Cities Helen Putnam Award for Excellence presented at the League's Annual Meeting December 18-20 in Sacramento. The Helen Putnam award recognizes outstanding efforts and innovative solutions by city governments to improve the quality of life in local communities, implement efficiencies in service delivery and operations, and provide services responsive to the local community. The cities won awards in the following categories:

 Civic Involvement, Award for Excellence, City of Vacaville's Give Winter Garb a 2nd Chance program.
 The program emphasizes waste diversion through a holiday clothing/blanket drive, partnering the city, businesses and students. It has collected and distrib-

- uted over 5000 articles of clothing and blankets to those in need in Vacaville and beyond.
- Public Works and Transportation, the Grand Prize recipient, City of Vacaville's Electric Vehicle Program
- Economic and Community Development, Award for Excellence, City of Fremont's Employment Expo 2000: Matching Local Jobs with Local People. The goal of this customized event was to match local jobs with local people to address multiple needs of the community. The Expo consisted of 62 exhibitor booths and a special booth for the Fremont Chamber of Commerce.

Of the 168 entries receiving Honorable Mention and Appreciation awards, forty-one were ABAG members' programs, including ABAG's Power Pool.

ABAG TO BE RECOGNIZED AT NEW PARTNERS FOR SMART GROWTH CONFERENCE

he nation's most highly recognized smart growth pioneers and leaders will gather in San Diego from January 24 through 26, 2002, for the *New Partners for Smart Growth: Building Safe, Healthy and Livable Communities* conference, sponsored by the Local Government Commission and Penn State University. This event is a coming-together of the U.S. EPA's annual Partners for Smart Growth conference series and a pioneering, multi-disciplinary conference presented January 2001 by the Local Government Commission and Penn State titled, *Redefining Community*. ABAG is one of the supporting sponsors.

Ahwahnee Awards

One of the highlights of the conference will be the presentation of the Local Government Commission's Ahwahnee Awards which single out projects and programs that create a better quality of life for residents and for the region as a whole. *ABAG's Regional Housing Needs Determination (RHND) Process* is one of the recipients and will be awarded a Certificate of Merit in the regional initiatives category. Projects from 14 Western States were eligible.

The ABAG RHND process is being recognized because of how well it fulfilled the Ahwahnee Principles which call for the development of communities with a diverse and balanced mix of housing, jobs, businesses and recreational activities located within easy walking distance of one another. The RHND allocation process and the release of the companion handbook Blueprint for Housing 2001 brought attention to housing as the lynchpin of Bay Area

planning issues while incorporating public involvement and smart growth strategies.

Conference Highlights

In addition to awards, the conference will feature nationally acclaimed speakers, panels and plenaries demonstrating how to implement smart growth policies, programs and tools in communities. Participating leaders will come from numerous professions - politics, architecture, planning, transportation, health, government, crime prevention, land development, and education. All presenters will be tapping into this diversity of perspective and field showing how different disciplines can work together to use smart growth solutions to solve community planning problems.

Featured speakers will include U.S. EPA Director Christine Todd Whitman, who, as the past Governor of New Jersey, has been highly acknowledged for her efforts to preserve New Jersey's open space. She will be joined by Maryland's Governor, Parris Glendening, whose legislative and cabinet level initiatives to stop sprawl have put Maryland at the cutting edge of Smart Growth and created a highly acclaimed, national model. New Urbanist planning pioneer Andres Duany and Jeff Morales, Director of the California Department of Transportation, will join health professionals and law enforcement and crime prevention professionals in exploring smat growth projects and partnerships. Visit the conference web site for more information on the program and on-line registration at www.outreach.psu.edu/C&I/Smart Growth/.

MARK YOUR CALENDAR!

January 2002

16 - 12 Noon

ABAG POWER Executive Committee MetroCenter, ABAG 106B

12:30 pm

Livermore

Inter-Regional PartnershipLivermore City Council Chambers,

17 - 3:30 p.m.

Legislation & Governmental Organization Committee

MetroCenter, ABAG 106B

5:00 p.m.

Finance & Personnel Committee

MetroCenter, ABAG Room 102A

7:30 p.m.

EXECUTIVE BOARD

MetroCenter, Auditorium

February 2002

1 - 10:00 am

SFEP Implementation Committee
Fairfield Suisun Sewer Water District,
1010 Cadbourne Rd., Suisun City

6 - 1:00 pm

Regional Planning Committee

MetroCenter, ABAG 106B

14 - 1:30 pm

Bay Trail Steering Committee

MetroCenter, ABAG 106B

20 - 1:00 pm

ABAG POWER Executive Committee

MetroCenter, ABAG 106B

ABAG One day workshop

STORM WATER POLLUTION PREVENTION SOLUTIONS January 10, 2002

Elihu Harris Building (State Building) 1515 Clay Street, Oakland

For more information, contact Jennifer Krebs at jenniferk@abag.ca.gov, or Carol Thornton at ct@rb2.swrcb.ca.gov



Notable Numbers...

#1

In demographic change over the next twenty five years is Santa Clara County with the largest increase of population, households, and jobs. Following closely behind are Alameda and Contra Costa Counties.

#1

Alameda County's rank for the largest increase of employed residents by 2025, followed by Santa Clara and Contra Costa Counties respectively.

#1

In highest percentage change is Solano County, with a projected percentage increase of 45% more people, 47% more households, 68% more employed residents, and 52% more jobs. Following close behind are Napa and Sonoma Counties.

#1

City adding the most jobs by 2025 is San Francisco, with San Jose right behind.

#1

Bay Area city adding the most people by 2025 is San Jose, increasing by over 207,000 people. The second largest increase is substantially smaller with Santa Rosa increasing by 54,000 people.

ABAG Projections 2002

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